

Abstract of the Invention

A method and apparatus for scheduling and inserting advertisements into a plurality of presentation channels in a communications network in which the presentation channels contain the same programming, but different advertisements. A single programming channel is split into a plurality of presentation channels. Different advertisements are inserted into the different presentation channels. The advertisements to be inserted into advertising avails as they are detected are determined by utilizing queues stored in memory corresponding to each presentation channel. Each queue comprises an ordered list of advertisement resource locators (ARLs), in which the order dictates which advertisement is to be inserted in the next advertising avail and in which the ARLs indicate at least the location from which the advertisement can be retrieved.